



**Wednesday August 24<sup>th</sup> 8am to 6pm**

**8:00am-8:30am**

**Refreshments and Networking**

**8:30am-9:00am**

**Welcome and Kickoff**

**9:00am-10:30am**

**Keynote: Trends in the Food Sector & Market Research**

*with Tera Johnson of the UW-Extension Food Finance Institute & formerly of tera'swhey®  
Response Panel: Matt D'Amour of Yumbutter Jonny Hunter of Underground Meats*

**10:30am-10:45am**

**Morning Break**

**Entrepreneur Panel**

**10:45am-12:00pm**

Hear from local food entrepreneurs on examples of social enterprises, sourcing local, challenges & struggles of owning a food business, and food trends  
*With Fizzleology Foods, Off the Block Salsa, Square Harvest, Flavor Temptations, and Mudd Creek*

**12:00pm-1:00pm**

**Lunch**

*Catered by Working Class Catering*

**1:00pm-2:00pm**

**Creating a Uniquely Defensible Brand**

*with TBD*

**2:00-3:15**

**Tell it like it is: Telling your Business's Story through Branding**

*with Cricket Design Works & Foxwell Digital*

**3:15-3:45**

**How to Do a Product Demo**

*with TBD*

**4:00-6:00**

**Product Demos (by the folks who've done it before!)**

**Reception, Resources & Networking**



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# Thursday August 25<sup>th</sup> 8am to 4pm

8:00am-8:30am

**Refreshments and Networking**

8:30am-8:45

**Welcome**

8:45am-9:45am

**Participant Pitches**

*(This means you!)*

9:45am-10:45am

**Business Concept Planning**

*with Jim Gage of Jim D. Gage Consulting*

A 101 session about how to identify your target audience, unique value proposition, getting your idea on paper or into production, and using a lean canvas.

10:45am-11:00am

**Morning Break**

**Marketing & Packaging**

*with Jamie Lamonde: Marketing Director at Kickapoo Coffee & Edible Madison Publisher and Nicholas Ewald of Wisconsin Packaging*

11:00am-12:00pm

Nicholas will share how you can get your product into packaging that works for you, catches your customer's eye, and doesn't fall off the grocery shelf! Then, hear some tried & true marketing methods from Jamie!

12:00pm-1:00pm

**Lunch**

*Catered by Working Class Catering*

**Licenses, Labels, and Regulations (Oh, My!)**

*with DATCP's Division of Food Safety*

1:00pm-2:00pm

Hear directly from the regulating body for the state's food producers on the rules and requirements of starting a food business.

2:00pm-4:00pm

**1:1 Consultations with Industry Veterans and Experts  
Product Demos (by you!) and Resources & Networking**



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# Friday August 26<sup>th</sup> 8am to 4pm

8:00am-8:30am

## Refreshments and Networking

8:30am-8:45

## Welcome!!

### Breakout for Sprouts: Getting your product on the shelf

*with Megan Minnick of Willy Street Coop*

Want to know the do's and don'ts of approaching a retailer to carry your product? Megan will tell you all you need to know!

8:45am-9:45am

### Breakout for Buds: Working with Distributors

*with Martha Davis Kipcak of Martha's Pimento Cheese and Fortune Fish & Gourmet Foods*  
Hear from Martha on her experiences working with a distributor, how she found them, and how it impacted her business. Joining her will be Fortune Fish & Gourmet Foods, a regional distributor who will tell you what distributors look for when adding a new product.

9:45am-10:00am

## Morning Break

### Finding Funding Sources

10:00am-11:00am

*with Tera Johnson of the UW-Extension Food Finance Institute and formerly of tera'swhey®*  
Tera will tell you about the different types of funding available, how to secure funding, and how much money you'll need to get to where you want your business to be.

11:00am-12:00pm

## 1:1 Consultations with Industry Veterans and Experts Resources & Networking

12:00pm-1:00pm

## Lunch

*Catered by Working Class Catering*

1:00pm-4:00pm

## Tours: FEED Kitchens and Madison Enterprise Center



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